

BECOME AN ADVISOR

Business Advisors are seasoned business professionals who volunteer their time to work with businesses in PCV's portfolio. Advisors bring extensive management experience in a wide range of industries, including: Internet and software technology, consumer products, venture capital and manufacturing.

Advisors also bring functional experience in areas such as: marketing, sales, finance, operations and general management, with a particular emphasis on building and growing companies.

Advisors are asked to make an initial commitment of six months and generally work with their respective PCV company for 5-10 hours a month over a 6-12 month period. Volunteer business advisors are needed who meet the following criteria:

TEN YEARS broad business management and/or ownership experience, start-up experience a plus;

INTEREST in local economic development, workforce issues, and/or entrepreneurship;

STRONG problem-solving abilities;

STRONG communication, listening and teamwork skills;

WILLINGNESS and capacity to meet time commitments;

DEVOTED to working with one company 5-10 hours per month, over a 6-12 month period;

ATTENDANCE at a one-day training and orientation session and periodic networking events;

PARTICIPATION in semi-annual email or phone surveys or focus groups for the purpose of which will be to monitor and evaluate the impact of the PCV advising program.

The CalCAP Business STAR Program is a public-private partnership between CPCFA's California Capital Access Program and Pacific Community Ventures.

To find out more about the Program, contact Pacific Community Ventures at:

San Francisco Office:
539 Bryant Street, Suite 302
San Francisco, CA 94107
Phone: (415) 442-4300
FAX: (415) 442-4313

Los Angeles Office:
4060 S. Figueroa Street
Los Angeles, CA 90037
Phone: (323) 235-7001
FAX: (323) 235-1686

San Diego Office:
3910 University Ave, Suite 211
San Diego, CA 92105
Phone: (619) 516-2262
Fax: (619) 699-3045
Email: info@pcvmail.org
www.pacificcommunityventures.org



CalCAP

915 Capitol Mall, Room 457
Sacramento, CA 95814
Phone: 916-654-5610
Fax: 916-657-4821
Email: calcap@treasurer.ca.gov

CALCAP BUSINESS STAR PROGRAM

*Helping Small
Businesses
Grow*

NO-COST SMALL BUSINESS ADVISING



WHEN SMALL BUSINESSES GROW, COMMUNITIES PROSPER

Small businesses in low income communities throughout the state have difficulty gaining access to high quality business advice and technical assistance to aid growth and ongoing stability. Having access to quality business assistance benefits early and mid-stage companies, and ultimately benefits low-income communities through the development of a strong and vibrant economic base.

To help meet the needs of these small businesses, the California Pollution Control Financing Authority (CPCFA), together with the Pacific Community Ventures (PCV), has implemented a new NO-COST small business advisory service, the CalCAP Business Strategic Targeted Advising Resources (STAR) Program for Small Businesses.

The program grew out of CPCFA's California Capital Access Program (CalCAP), a successful statewide small business loan program that encourages financial institutions to make more capital available to growing businesses. Initially offered on a pilot basis, the STAR service is designed to help entrepreneurs grow and develop their companies, and is available to small businesses located in low-income communities.

This form of small business assistance can improve access to capital for small businesses and spur further investment, create jobs, expand economic opportunities and assist in recovery of distressed neighborhoods and communities, thereby strengthening California's economy.

ELIGIBLE APPLICANTS FOR BUSINESS ADVISING

Eligibility:

- 500 employees or less

Must Demonstrate:

- Potential for growth and profitability
- Commitment to working with a business advisor
- Commitment to local hiring

Preference For Companies With:

- \$500,000 to \$20 million in annual revenues
- Two years of operational history
- Successful CalCAP experience

Community Focus:

- Located in a low-income community and employing (or having the potential to employ) a significant number of employees from that community with preference given to companies located in Severely Affected Communities.

STAR provides business owners with access to valuable business development resources through various programs and services including:

- Individualized, targeted assistance
- Access to high-caliber volunteer advisors (i.e., CEOs, etc.)
- Assistance to develop needed skills and expertise
- Assistance in overcoming specific business challenges

BUSINESS ADVISING FROM BUSINESS PROFESSIONALS

Pacific Community Ventures links senior, experienced business professionals with portfolio entrepreneurs to help guide companies through the business development process. Business advisors provide ongoing advice and guidance on key issues related to a company's growth and development. They work one-on-one or in teams of 2 or 3 with one company over a 6-12 month period on a set of specific issues related to the company's growth. Projects typically focus on one or more of the following: financial management, sales and marketing strategy, operations management, human resources, and financial management.

Participating businesses are located in low-income communities and employ from low-income communities. They represent a wide range of industries, including consumer products, manufacturing, service and retail.

